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INTER-OFFICE CORRESPONDENCE

Richmond, Virginia

To: Dr. Cliff Lilly Date: February 15,-1990

From: R. W. Dwyer and D. J. Newman

Subject: Operational Plan for Project Tomorrow

GOAL: Re-design all of our cigarette brands to achieve mass-burn-rate targets while maintaining their current delivery and subjective properties.

STRATEGY A: Develop filler and wrapper modifications to achieve mass-burn-rate targets.

BENCHMARKS AND TARGET DATES:

1) Evaluate the effects of filler additives DAP and $MgSO_4$ on the burn rates and subjectives of cigarettes (D. Newman).....1Q90
2) Modify cigarette design computer program to account for the effects of these filler additives (J. Kao).....1Q90
3) Evaluate the effects of burn-control zones on cigarette performance and subjectives (B. Dwyer , L. Goodwin, & S. Baldwin).....2Q90
4) Develop means of applying bands of burn-control agents to cigarette wrappers (B. Geiszler & B. Rogers).....2Q90
5) Develop means of incorporating burn-control zones into the paper during the paper-making process (B. Geiszler & B. Rogers).....2Q90
6) Develop leaf blends which provide lowered MBR's (C. Moogalian).2Q90
7) Evaluate the effects of wood-pulp wrappers on MBR's (D. Newman & L. Goodwin).....1Q90

STRATEGY B: Design and evaluate low MBR versions of selected models.

BENCHMARKS AND TARGET DATES:

1) Select brands for examination which include representatives of major blends and delivery levels (D. Newman).....1Q90
2) Design, fabricate, and test versions which have acceptable delivery properties at MBR's ranging from 35 to 60 mg/m (B. Dwyer & D. Newman).....on-going
3) Subjectively evaluate above cigarettes, and reformulate blends and flavors to provide optimum products (C. Moogalian & G. Yatrakis) .....on-going
4) Select a model which will have its MBR lowered in stages over time, for consumer testing (D. Newman & B. Dwyer).....2Q90
5) Perform factory trials of 20 CPI (D. Newman).....2Q90
6) Explore the possibility of developing blends for lowered rod densities (C. Moogalian).....2Q90

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7) Examine alternative processes for producing lower-density rods including tobacco conveyance and low-temperature expansion (**E. Craze**).....4Q90
8) Design, fabricate, and test cigarettes with burn-control agents banded on wrapper (**S. Baldwin, B. Geiszler, & D. Newman**).....3Q90
9) Explore the use of embossed wrappers for tobacco weight reductions (**D. Newman**).....2Q90
10) Design, construct, and test low-MBR versions with extinguishment bands located near the tipping paper (**D. Newman & L. Goodwin**)..2Q90
11) Review all results and find designs for selected models which involve the least modifications to achieve MBR and subjective targets (**B. Dwyer & D. Newman**).....4Q90

STRATEGY C: Design, implement, and apply an ignition-propensity test.

1) Select base fabric, foam, and geometry for test; develop an ignition endpoint and protocol; determine the number of samples required for sound statistics (**L. Goodwin, A. Kassman, & B. Dwyer**).....2Q90
2) Have fabrics washed and treated with potassium acetate at varying levels; determine salt loadings which distinguish between: 40 & 50 mg/m; 50 & 60 mg/m; 60 & 70 mg/m (**B. Dwyer & L. Goodwin**).....2Q90
3) Determine the effects of cigarette circumference on our ignition propensity test (**B. Dwyer & L. Goodwin**).....3Q90
4) Evaluate the effects of embossed wrappers on ignition propensity (**A. Kassman, D. Newman, L. Goodwin**).....2Q90
5) Validate protocol and materials with repeated testing over time (**B. Dwyer, A. Kassman, & L. Goodwin**).....4Q90
6) Design second-generation ignition-propensity test based on results from 1-5 (**A. Kassman, J. Whidby, & B. Dwyer**).....1Q91

RESOURCE ALLOCATIONS

2.0	PHYSICAL RESEARCH
0.5	PRODUCT DEVELOPMENT
0.5	CHEMICAL RESEARCH
3.0	TOBACCO FUNDAMENTALS
0.25	ANALYTICAL RESEARCH
1.0	CIGARETTE TESTING
1.0	TOBACCO PROCESSING & FABRICATION
0.5	PRODUCT EVALUATION
0.5	FLAVOR DEVELOPMENT
0.25	CIGARETTE TECHNOLOGY
0.25	COMPUTER APPLICATIONS
0.25	LEAF
1.0	UNIVERSITY OF MAINE
1.0	NEW YORK POLYTECHNIC UNIVERSITY
1.0	VIRGINIA POLYTECHNIC INSTITUTE & STATE UNIVERSITY
13.0	TOTAL

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